

# MINUTES

REGULAR MEETING OF  
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION  
THURSDAY, MARCH 19, 2009  
7:30 PM

- CALL TO ORDER AND ROLL CALL

Chair Zuppan called the meeting to order at 7:39 p.m.

Present: Chair Zuppan. Commission Members: Bonta, Breuer, Harrison, Milgram, and Ryan

Absent: Commission Members: Dahlberg and Lindsey

Vacancy: (1)

Staff: Leslie Little, Eric Fonstein, Jamila Jackson, and Rosemary Valeska

2. MINUTES

2.a. Minutes of the Regular Meeting of February 19, 2009

Commission Member Bonta noted that a correction was needed on page 2, bullet no. 4: the dollar amount stated should be \$450,000 instead of \$450 million. Motion (Breuer), seconded, and unanimous to approve the minutes of the Regular Meeting of February 19, 2009 as corrected.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

5.a. Appointments to the Business Outreach Subcommittee (not to exceed four members)

The Chair stated that the appointments were made at the EDC's March 12, 2009 Special Meeting. Two subcommittees were formed; the membership is as follows:

- Business Retention Subcommittee
  - Harrison (subcommittee chair)
  - Bonta
  - Breuer
  - Zuppan

- Business Attraction Subcommittee
  - Milgram (subcommittee chair)
  - Breuer
  - Lindsey
  - Ryan

6. NEW BUSINESS

The Chair announced the following agenda changes:

- Item 6.b. would be postponed to a later date when there would be more information to report.
- Item 6.c. would be taken next.

6. b. Alameda Landing Update Presentation by Base Reuse and Community Development Division Manager

6. c. Recommendation to Endorse the Proposed Ninth Amendment to the Community Improvement Plan for the Business and Waterfront Improvement Project and the Proposed Seventh Amendment to the Community Improvement Plan for the West End Community Improvement Project

Jamila Jackson of the Development Services Department recapped the agenda report. There were no public speakers and the Commission Members had no questions. Motion (Bonta), seconded, and unanimous to endorse the amendments as recommended.

6. a. *Evaluating the Financial Health of the City of Alameda*, presented by the Fiscal Sustainability Committee

Kevin Kennedy, the chair of the Fiscal Sustainability Committee (FSC), made the presentation and answered Commission Member questions. FSC staff Ann Marie Gallant and Juelle-Ann Boyer were also in attendance to provide support as needed. Hard copies of the PowerPoint presentation were included in the official agenda packet for this meeting. In response to Commission Member questions regarding public safety overtime costs and post-retirement benefits, Mr. Kennedy responded that the FSC is trying to get the numbers for that; however, they want to avoid making this process political. The FSC's final report is due in May. The report will provide information and tools; however, the FSC will not be making policy recommendations. The report will be very comprehensive and will be available on the City's website.

Comments from the public included:

- The City should be concerned about increased liability due to the impact of rising sea levels.
- We need an increase in revenue to support the City. People are willing to pay more to live in Alameda.

The Chair thanked Mr. Kennedy, Ms. Boyer, and Ms. Gallant for their presentation. This item was provided for information, only; no EDC action was requested.

7. REPORTS

7.a. Report by the Chair Regarding the March 12, 2009 EDC Special Meeting/Working Session to Develop the Scope of Work for the Business Outreach Subcommittee

The Chair recapped the items discussed at the meeting. (A full reporting of these discussions is contained in the minutes of the March 12 Special Meeting.) Commission Member Harrison, chair of the Business Retention Subcommittee, stated that they would be reaching out to Alameda businesses and will schedule a series of forums to get feedback. Their goal is to have their report ready to present to the full EDC by the June 18 meeting. Commission Member Milgram, chair of the Business Attraction Subcommittee, stated that their goal was to find out the best practices for recruiting state wide and nationally and to prioritize them by cost. She added that she may not have her subcommittee's report ready by the June EDC meeting, as she had made a prior commitment to attend a conference at that time.

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

8.b. Redevelopment Magazine

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Commission Member Harrison asked staff about the types of businesses we are now attracting. Mr. Fonstein responded that the City has been attracting green businesses and has partnered with the East Bay Green Corridor.
- Mr. Fonstein reported the following:
  - The EDC's April 16 Regular Meeting will be held at City Hall West at Alameda Point, Room 201. The Council Chambers will be used that evening for cablecasting the public hearing on the Water Emergency Transportation Authority's (WETA) Draft Transportation Plan and Draft Emergency Water Transit System.

- Everett and Jones has opened its new Webster Street restaurant.
- Current Façade Assistance Program projects include:
  - Repainting of the former Bill Chun Service Station at Santa Clara Avenue and Oak Street
  - Repainting of the large commercial building at Encinal Avenue and Sherman Street
  - The murals at Garden Cleaners on Webster Street.

10. ADJOURNMENT

The meeting was unanimously adjourned at 9:23 p.m.

Respectfully submitted,

Rosemary Valeska  
EDC Recording Secretary

RV